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Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 69/96 B, provides highlights of recent communications campaigns of the Department of Public Information of the Secretariat on such issues as the seventieth anniversary of the United Nations, the post-2015 development agenda, and peace and security, as well as on youth and education outreach. The activities of the network of United Nations information centres, a key component of the Department's outreach to the world's peoples, are also reviewed. The report highlights the Department's traditional media-related products and services as well as its social media content, and gives details of the Department's efforts to provide multilingual content across all media platforms. Its partnerships with non-governmental organizations and institutions of higher learning and research are also highlighted. The culture of evaluation is dealt with in a separate section.

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I. Introduction

1. In paragraph 99 of its resolution 69/96 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-seventh session and to the Assembly at its seventieth session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in the resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its thirty-seventh session, held from 27 April to 8 May 2015 (A/AC.198/2015/2, A/AC.198/2015/3 and A/AC.198/2015/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its thirty-seventh session (A/70/21).

2. The present report contains updates to the information provided to the Committee on Information at its thirty-seventh session, including a summary of activities undertaken by the Department from March to September 2015 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.

II. Strategic communications services, including United Nations information centres

A. Human rights

3. As part of its continuing efforts to promote and encourage respect for human rights, the Department produced a new illustrated version of the Universal Declaration of Human Rights and materials for the Human Rights up Front initiative. It promoted the International Day for the Elimination of Racial Discrimination (21 March) and the newly launched International Decade for People of African Descent, including through website and social media updates, the production of advocacy videos and the design and printing of posters and pins.

4. The Department supported the fourteenth session of the United Nations Permanent Forum on Indigenous Issues (20 April-1 May), including through a social media advocacy campaign and photography project entitled "We Are Indigenous." It also promoted coverage of the International Day of the World's Indigenous People (9 August).

5. For the twenty-first commemoration of the International Day of Reflection on the Genocide in Rwanda (7 April), the Department organized a memorial ceremony at United Nations Headquarters, in cooperation with the Permanent Mission of Rwanda. Memorial ceremonies, educational briefings, film screenings and multimedia exhibitions were also organized by the Department's field offices in Belgium, Burkina Faso, Burundi, India, Iran (Islamic Republic of), Kenya, Madagascar, South Africa, the United Republic of Tanzania and Zambia, among others.

6. The Department served as the secretariat for the newly established United Nations Nelson Rolihlahla Mandela Prize. It developed a web presence, undertook promotional activities, including social media coverage for the Prize, and coordinated the call for nominations and the screening process for nominees, as well

as managing the design and production of the actual Prize. Working closely with the Office of the President of the General Assembly, it arranged the award ceremony for the two laureates, held during the observance at United Nations Headquarters of Nelson Mandela International Day. The Day was also marked by a public service activity organized by the Department with the New York City Department of Parks and Recreation programme "GreenThumb" and supported by the Permanent Mission of South Africa to the United Nations. A number of United Nations information centres also organized outreach activities and events to observe the Day. For example, the United Nations Information Centre in Antananarivo, together with the South African Embassy, held an official ceremony and arranged a visit to a local school, where students were briefed on Mr. Mandela's legacy; the Information Centre in Ouagadougou planned a press conference with a photographic exhibition highlighting his contribution to human rights and democracy; and the Information Centre in Pretoria worked with the Nelson Mandela Foundation on Mandela Day activities, including a film screening and volunteer activity for United Nations staff.

B. Special Information Programme on the Question of Palestine

7. As part of the Special Information Programme on the Question of Palestine, the Department held its annual International Media Seminar on Peace in the Middle East in Astana on 21 and 22 May, in cooperation with the Ministry of Foreign Affairs of Kazakhstan. Some 350 participants, including media practitioners, policymakers and academics from France, Israel, Kazakhstan, the United States of America and the State of Palestine attended. The event included a premiere screening in Kazakhstan of the Oscar-nominated film *Omar*. The seminar was widely covered through national media outlets and social media. On the occasion of the seminar, the Department arranged placement of an op-ed piece by the Under-Secretary-General for Political Affairs in major Kazakh newspapers in English, Kazakh and Russian. The op-ed was also published in other countries, including in Armenia, Bangladesh and Iran (Islamic Republic of).

C. United Nations peace operations

8. Working closely with the Departments of Peacekeeping Operations and Field Support, the Department organized a meeting in New York from 30 June to 2 July of public information specialists and subject matter experts from United Nations Headquarters and peace operations, to update the operational policy entitled "Policy and Guidance for public information in United Nations peacekeeping operations", issued in July 2006.

9. In June, a Department staff member visited the United Nations Multidimensional Integrated Stabilization Mission in Mali to support the public information component of the Mission. A Department staff member also travelled to Entebbe, Uganda, to provide training on digital communications, social media and campaign management to public information staff from the African Union-United Nations Hybrid Operation in Darfur and the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo.

10. The Department collaborated with the Departments of Peacekeeping Operations and Field Support to mark the 2015 International Day of United Nations

Peacekeepers on 29 May. The theme was "UN70 and United Nations peacekeeping: past, present and future". Events were held at Headquarters and by many United Nations information centres, which organized parades and marches, exhibitions, book fairs, seminars, school outreach, special events and the translation into local languages and dissemination of the Secretary-General's message. In troop-contributing countries, uniformed men and women who served in peacekeeping operations and the families of serving and deceased peacekeepers participated in observances, together with representatives from with government ministries. In Bangladesh, the United Nations Information Centre in Dhaka, the Armed Forces Division and the Office of the United Nations Resident Coordinator organized a 5-kilometre "peace run" with hundreds of participants from the Bangladesh Armed Forces Division, United Nations agencies, the Ministry of Foreign Affairs and the media, and students. In Burkina Faso, the Information Centre in Ouagadougou, in partnership with the Ministry of Foreign Affairs and the Ministry of Defence, organized an exhibition of photographs, posters, brochures and videos about United Nations peacekeeping. Digital information about United Nations peacekeeping was displayed on electronic video screens in Times Square in New York for several days, where it was viewed by tens of thousands of people, in addition to millions of the Department's social media followers.

11. The Department, in collaboration with the Department of Peacekeeping Operations, provided communication and media support to the High-level Independent Panel on Peace Operations, established by the Secretary-General to review the current state of United Nations peace operations and their emerging needs. In addition, it is collaborating with the Department of Field Support on the transfer of peacekeeping and special political mission websites to a new web platform offering an improved user experience, consistent United Nations branding and greater security.

D. Disarmament

12. In the field of disarmament, the Department worked closely with the Office for Disarmament Affairs, the Permanent Mission of Kazakhstan and the Office of the President of the General Assembly on the observance of the International Day against Nuclear Tests (29 August), including for the General Assembly's informal plenary meeting convened by the President of the General Assembly on 10 September 2015. It worked closely with the Office on the newly established International Day for the Total Elimination of Nuclear Weapons, including by setting up its website in all six official languages.

E. Haiti cholera response

13. The Department supported the communications and outreach activities of the United Nations Senior Coordinator for the Cholera Response in Haiti by arranging extensive media interaction and social media support, and by translating and placing op-eds in numerous countries. These activities helped raise global public awareness about United Nations efforts to eradicate cholera in Haiti and supported fundraising efforts.

F. Ebola

14. The Department continued to support strategic communications planning, media relations and social media support for the United Nations Ebola response and recovery efforts, specifically dedicating human resources to the Special Envoy of the Secretary-General on Ebola and the United Nations Mission for Ebola Emergency Response. The Department coordinated the system-wide alignment of messaging through the United Nations Communications Group and managed the "Global Ebola Response" website. It provided direct communications support to the International Ebola Recovery Conference on 10 July, which led to the pledging of over $5 billion from the international community to support Ebola-affected countries.

G. Crisis communications support in Nepal

15. In Nepal, following the April earthquake, the United Nations Information Centre in Kathmandu hosted a communications team from the Office for the Coordination of Humanitarian Affairs, and assisted with organizing press conferences, issuing press releases, monitoring of press coverage, convening meetings of the humanitarian country team and arranging media interviews for senior officials.

H. New Partnership for Africa's Development

16. The Department continued to raise global awareness about, and support for, the New Partnership for Africa's Development through its magazine *Africa Renewal/ Afrique Renouveau* and the "Africa Renewal" website in English and French. In March, the Department participated in the 2015 Regional Coordination Mechanism for Africa, held in Addis Ababa, on the theme "United Nations system support to the African Union's 2015 Year of Women Empowerment and Development towards Africa's Agenda 2063." To mark the year, the theme of the April 2015 edition of the magazine was "Gender equality and women's empowerment".

17. The magazine's August 2015 edition was dedicated to the United Nations Third International Conference on Financing for Development, held in Addis Ababa in July. Published ahead of the conference, in early July, the magazine included articles on the importance of domestic resource mobilization in Africa; financing the region's health infrastructure in the light of the Ebola outbreak in West Africa; and economic development in Ethiopia. The Department also assisted the African Union in editing and designing its newsletter dedicated to the Year of Women's Empowerment and Development towards Africa's Agenda 2063, which was distributed at the African Union summit held in Johannesburg, South Africa, in June.

18. From March through July 2015, the Department placed 30 articles that were published a total of 293 times in English and French in 115 media outlets in more than 17 countries. It increased its presence online to reach a small but growing African population with access to the Internet, as well as audiences in developed countries, using several social media tools. As of July 2015, the *Africa Renewal/ Afrique Renouveau* Twitter account had more than 115,000 followers.

I. Action/2015

19. The Department continues to lead the "2015: Time for Global Action" campaign to raise awareness of sustainable development issues. It works closely with relevant offices to promote important events, including the Third International Conference on Financing for Development; the United Nations summit for the adoption of the post-2015 development agenda; and the United Nations Climate Change Conference, to be held in Paris from 30 November to 11 December. The Department launched a web platform at www.un.org/action2015 in all six official languages to promote the campaign.

20. As Chair of the inter-agency task force of the United Nations Communications Group on the Millennium Development Goals and the post-2015 development agenda, the Department convenes United Nations system partners to agree on a common communications strategy and messages, and to plan joint promotional activities and products on the key issues.

21. The network of 63 United Nations information centres is also promoting and amplifying the new sustainable development agenda, including by engaging Governments, academia, civil society and the general public through seminars, briefings, Model United Nations conferences, speeches and film screenings. The United Nations Information Centre for the Caribbean Area, in Port of Spain, for example, organized a WebEx briefing in June with the visiting Special Adviser of the Secretary-General on Post-2015 Development Planning, which connected her to more than 130 media, civil society and other participants, including United Nations country team representatives in seven countries in the Caribbean.

22. In other regions, the United Nations Information Centre in Ankara organized a Model United Nations conference on the post-2015 development agenda at Gazi University in March that attracted 350 students from 25 countries, and the Information Centre in Nairobi held a Model United Nations conference with 500 delegates from eight universities. UNIC Dhaka, in partnership with the United Nations Youth and Students Association of Bangladesh, organized a round-table seminar in June on the Millennium Development Goals and the post-2015 development agenda.

J. Reports

23. The *2015 Millennium Development Goals Report* was launched by the Secretary-General in Oslo on 6 July by way of video link at the opening of the high-level political forum on sustainable development, held in New York. It was complemented by a press conference at Headquarters and by regional and national launches organized by United Nations information centres. The Department issued press materials in all six official languages, coordinated media outreach and prepared a social media strategy to promote the report, which received extensive coverage.

K. Third International Conference on Financing for Development, Addis Ababa

24. Working with the United Nations Communications Group and the Financing for Development Office of the Department of Economic and Social Affairs, the

Department led outreach efforts to build momentum for the Third International Conference on Financing for Development, held from 13 to 16 July. As part of the "2015: Time for Global Action" campaign, multilingual videos, website content, social media and press materials were developed to engage the media, decision makers, the general public and other key stakeholders, to position the conference as an essential step towards a successful outcome at the United Nations summit on the post-2015 development agenda, to be held in New York in September, and an ambitious agreement on climate at the United Nations Climate Change Conference to be held in Paris in December.

L. Climate change

25. The Department played a key role in communications planning, message development and media and constituency outreach for the President of the General Assembly's high-level event on climate change on 29 June, to build support for a robust agreement at the United Nations Climate Change Conference, to be held in Paris in December 2015. The Department continued to coordinate with the secretariat of the United Nations Framework Convention on Climate Change and other United Nations entities, and with civil society, on planning for the conference in Paris; worked to ensure that climate was part of the messaging for the Third International Conference on Financing for Development; and continued to promote climate action and the role of the United Nations and the Secretary-General through social media and the climate change website.

M. Summit for the adoption of the post-2015 development agenda

26. The Department led communication efforts before and during the summit and worked closely with United Nations system, civil society and other external partners to amplify and coordinate messaging, social media products and media outreach on the post-2015 development agenda, including the sustainable development goals. The "2015: Time for Global Action" website is the main platform for the summit, and the Department produced various multimedia materials, including videos, images and graphics, to promote the summit and the issues before it.

N. United Nations seventieth Anniversary celebration

27. As part of the overall programme of activities undertaken by the Department, United Nations information centres played a key role in the "Turn the World UN Blue" initiative, a global effort in which the world's most iconic monuments, buildings and other landmarks will be lit up in blue on the evening of United Nations Day, 24 October 2015. The initiative, accompanied by press and social media outreach, is an opportunity to highlight the relationship between the United Nations and its Member States, and to promote the message of peace, development and human rights.

28. United Nations information centres also organized special events throughout the year, including some linked to international observances, aimed at promoting the work of the Organization in partnership with Governments, academia and civil society.

O. Social media

29. In addition to the Department's extensive presence on social media platforms managed from New York, United Nations information centres continue to use digital communication tools, including social media platforms and mobile telephones, to quickly and effectively reach a wider and younger audience. As of June, the network had 49 Facebook, 42 Twitter and 28 YouTube accounts to promote key United Nations priorities, including high-level United Nations meetings, global campaigns, international days and observances. The Department recently launched new accounts on SnapChat and Periscope, platforms especially popular for live events and among young people.

III. News services

A. Social media

30. The use of social media across languages and platforms to amplify United Nations messages continues to evolve in order to reach new audiences. The Department saw a large increase in the cumulative total of likes, views, impressions and followers for social media accounts that relate to news and media platforms across all six official languages, which rose from 40 million in May 2014 to more than 350 million in May 2015.

31. Further efforts were made to reach diverse audiences by tailoring engagements to regions. For example, the Arabic Radio Unit concluded a pro bono agreement with the audio platform SoundCloud, which allows for audio files and podcasting to be shared instantaneously and for immediate feedback on audience use. SoundCloud attracts 175 million unique listeners annually; Arabic Radio has established a strong presence on the platform, providing exposure to key figures for their listeners, including the Envoy of the Secretary-General on Youth and the Goodwill Ambassador for the United Nations Relief and Works Agency for Palestine Refugees in the Near East, Mohamed Assaf.

32. In April, the Deputy Secretary-General and the Vice Minister of Foreign Affairs of China launched the Chinese-language homepage of the United Nations website in Beijing. The launch, shown on Weibo, reached over 8.2 million followers. Outreach to Chinese audiences has grown, with content being created for three popular Chinese social video-sharing applications (Weishi, Miaopai and Meipai) with United Nations-related videos being viewed 350 million times. The United Nations Weibo account is expected to reach 7.5 million followers by September, with two live interviews being held that month with senior United Nations officials as part of the outreach on the post-2015 development agenda.

33. During the reporting period, United Nations Arabic Facebook followers saw a 4 per cent monthly increase and will reach over 300,000 by September; the Twitter account was also followed and retweeted by United Nations system partners. The French Facebook account is projected to reach the 200,000 milestone in September 2015, and the French YouTube channel has over 540,000 views. On Twitter, efforts are being made to work closely with the International Organization of *la Francophonie* and United Nations system partners which have a strong presence in the French-speaking world.

34. Followers of the Russian Facebook account have grown significantly, making it an important platform for sharing information on issues of importance to the region. During the reporting period, the Spanish Twitter account had 440,000 followers, with a growth rate of 80 per cent; and the Spanish YouTube account is projected to have had more than a million views in September, reflecting a 90 per cent growth rate.

35. The Secretary-General's messages are also repurposed for social media use. As part of the International Day of Happiness, a short video, *Ban Ki-moon joins the #HappySoundsLike campaign* has garnered over 17,000 downloads. The first-ever International Day of Yoga saw a large engagement with the United Nations by way of YouTube and the use of new applications for mobile devices, such as Periscope, which connected viewers worldwide to United Nations Headquarters and other events.

36. The audience of the United Nations YouTube channel has increased significantly, with the number of views across all languages exceeding 17 million and the number of subscribers growing to over 75,000.

B. Television and the Internet

37. The Department continues to work with traditional products and platforms while optimizing its online presence. A new-look www.un.org homepage in all six official languages was launched in March, providing global audiences with a more intuitive, visual and dynamic experience. The redesign allows the Department to update the United Nations home page in all six official languages with daily news highlights, profile the work of United Nations entities and spotlight the efforts of United Nations celebrity advocates and others, keeping content fresh and drawing in younger users.

38. For the seventieth anniversary of the United Nations, a dedicated website with interactive and multimedia elements provides a window on the multifaceted work of the United Nations and captures the Organization's history. The website continues to be enhanced with new information about seventieth anniversary events and fresh multimedia content. Different parts of the United Nations system are creating and adapting content for the website to illustrate the breadth of United Nations achievements from peace to development and human rights. Activities for the seventieth anniversary of the signing of the Charter of the United Nations at an event held in San Francisco on 26 June 2015 were featured in all six official languages on the website.

39. In May, a newly designed website for the International Decade for People of African Descent was launched, as was a website to support the recently established International Day of Yoga. A new multilingual website for the Economic and Social Council, which is fully accessible, provides a comprehensive look at the spectrum of economic and social issues. The Department also created new websites for the Department of Political Affairs and for the Counter-Terrorism Committee.

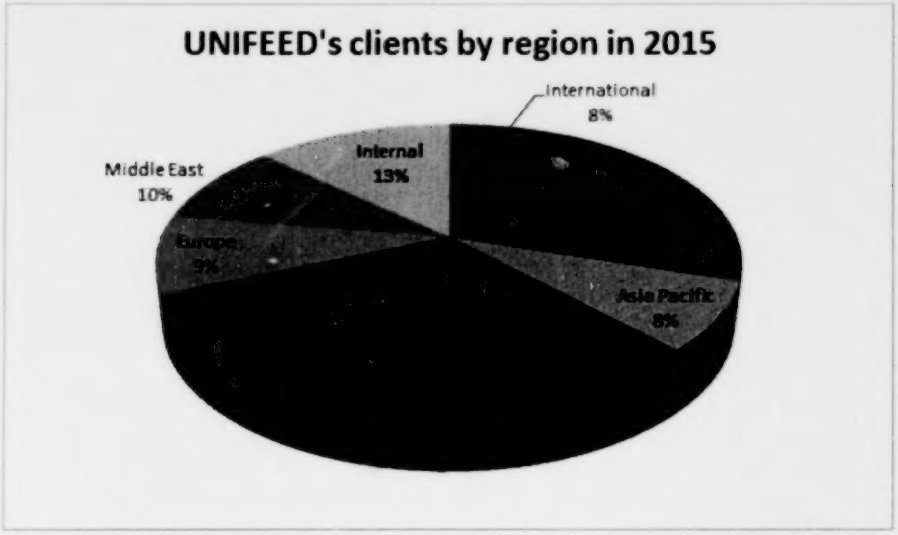
40. The monthly flagship programme, *21st Century*, concluded an agreement with Turkish Radio and Television to produce the programme in Arabic. A special seventieth-anniversary version of the show has been produced, showcasing key issues being addressed by the Organization in 2015. *UN in Action* is building a series around the proposed sustainable development goals and climate change.

41. The Department is also producing more video content for the web, including a weekly short video, *The Week Ahead*, with headlines for upcoming news events in the United Nations system in English, French, Russian and Portuguese and with plans to expand to other languages. This is complemented by a three-minute video, *The Week in Review*, in which some of the key developments of the past week are examined in Chinese, English, French, Kiswahili, Portuguese, Russian and Spanish.

42. The Department continued to improve and expand the Organization's webcast services, including streaming on mobile devices. During the reporting period, some 6,000 new videos were made available, bringing the total to 30,000 on-demand videos on United Nations Web TV.

43. UNifeed, the flagship daily television newswire service, continues to distribute broadcast-quality stories to hundreds of television networks globally through Associated Press Television News, Eurovision and Reuters TV. Between March and September 2015, 1,000 to 1,100 stories will have been made available on the UNifeed website, reaching approximately 200 broadcast users per month.

Figure I



44. In the first four months of the reporting period, the most widely sought stories were related to the earthquakes in Nepal and aid being provided by United Nations agencies; the humanitarian crisis in Yarmouk for Palestinian refugees; the International Day of Happiness; and United Nations efforts in Liberia related to Ebola. A wide range of issues were covered during the reporting period, including the humanitarian crisis in Yemen; the report of the Office of the United Nations High Commissioner for Refugees on global trends; activities of the United Nations High Commissioner for Human Rights in Geneva; the flow of migrants in the Mediterranean; and the seventieth anniversary of the United Nations.

C. Radio and online news

45. United Nations Radio and the various language news centres compile and create content daily from across the United Nations system, providing a holistic picture of the United Nations at work, using innovative digital tools. Coverage incorporates infographics, special reports, features, photo essays and interviews into one experience in the six official languages.

46. An audio application, developed on a pro bono basis, was launched earlier in 2015 to provide almost daily audio bulletins on the efforts of all United Nations partners working to tackle Ebola. While primarily providing audio feeds in eight languages, it also featured website and video links, including to the "Global Ebola Response" website.

47. United Nations Radio continued to broaden its partnerships to reach more diverse audiences, partnering, for example, with Roya TV in Jordan and with the Arab States Broadcasting Union to use United Nations radio programmes on their online news sites.

48. For the French unit at United Nations Radio, a special focus has been placed on the fight against extremism and intolerance and on migration issues. The Unit also carried out activities in collaboration with the International Organization of *la Francophonie*, covering, for example, the election of its Secretary-General and the observance of the International Day of *la Francophonie* on 20 March 2015 through an interview with the Permanent Representative of the organization in New York.

49. The French Radio Unit completed a survey in August as part of its efforts to review its relationships with its partners. Special efforts were made to draw on the work of Radio Mikado, at the United Nations Multidimensional Integrated Stabilization Mission in Mali, and Radio Guira, at the United Nations Multidimensional Integrated Stabilization Mission in the Central African Republic, and to seek news partners in French-speaking Africa in particular.

50. The Russian Radio Unit secured a new partnership with Radio Vesti in Ukraine in early 2015. Prior to his visit to Central Asia in May, an interview with the Secretary-General was carried online and excerpts were used widely by news agencies in the region.

51. The Kiswahili Radio Unit includes video material as a feature of its news coverage, incorporating subtitled videos with feature stories. The Unit also uses the *This Week at the UN* video, with an anchorperson opening and closing the piece.

52. The news centres for the six official languages continued to provide coverage of breaking and regular news developments in the United Nations system, while highlighting aspects of the Organization's work through feature products such as multimedia feature stories, profiles and news video productions. For example, in April, an Arabic radio producer accompanied the Special Representative of the Secretary-General on Sexual Violence in Conflict on her first visit to the Middle East to produce a series of multimedia stories in Arabic and English. One video, *I'll be Their Voice*, produced in English and Arabic, was screened for Member States when the General Assembly declared 19 June the International Day for the Elimination of Sexual Violence in Conflict.

53. A series of stories were produced on the topic of "Youth and violent extremism and religious tolerance", and a special digital platform was created to promote World Refugee Day (20 June). As part of the Department's coordinated effort to highlight the post-2015 development agenda, a multimedia team was deployed to Addis Ababa to cover the Third International Conference on Financing for Development in July.

54. Other coverage included the visit by British actor Daniel Craig, the United Nations Global Advocate for the Elimination of Mines and Explosive Hazards, and United States actor and film director Robert Redford, who attended the high-level event of the General Assembly on climate change, held on 29 June.

D. Press and photography coverage

55. Between 1 March and 30 September 2015, the Meetings Coverage Section will have produced 2,471 press releases (10,099 pages) in English and French. About 25 per cent (652 press releases) consisted of summaries of the meetings of the General Assembly, the Security Council and the Economic and Social Council, and of their subsidiary bodies and substantive commissions. In addition, 1,525 press releases included statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, and material from other United Nations offices and departments.

Figure II
Total Meetings Coverage Section Output

	1 March-27 July 2015		*Projected 28 July-30 September 2015*	
	No. of PRs	*No. of Pages*	*No. of PRs*	*No. of Pages*
Meetings coverage	**480**	**4 082**	**172**	**1 695**
General Assembly meetings	128	800	46	645
Security Council meetings	170	1 560	110	859
Economic and Social Council meetings	144	1 364	12	150
Other meetings	38	358	4	41
Press releases	**1 012**	**1 564**	**513**	**820**
General Assembly press releases	20	81	10	24
Security Council press releases	158	210	81	166
Economic and Social Council press releases	0	0	0	0
Secretary-General press releases	699	1 024	329	470
Deputy Secretary-General press releases	38	101	26	67
Other press releases	97	148	67	93
Briefings	**211**	**1 433**	**83**	**505**
Noon briefings	201	1 409	79	496
Press conferences	10	24	4	9
Total	**1 703**	**7 079**	**768**	**3 020**

56. Demand for photography services continued to grow during the reporting period. Between March and September, United Nations Photo will cover over 1,000 events at Headquarters, as well as official travel of the Secretary-General. To manage the increasing demand for photographs, the Department is updating its photograph database and will revamp the photograph website.

57. Social media streams continued to be a popular means for the public to access United Nations Photo, with over 20 million views on Flickr, over 100,000 "likes" on Facebook and more than 69,000 followers on Twitter.

58. More than 500 images were retouched, with captions verified and edited, and published on the United Nations Photo website during the reporting period. The Photo Library handled over 5,000 requests from Member States, the media, publishers and the general public. Over 78,000 high-resolution photographs were distributed to clients through the Library or the photograph website. A special photographic exhibition is being prepared by the Department to celebrate the seventieth anniversary of the United Nations in the Visitors' Lobby in October and November. A book will also be released in conjunction with the exhibition. The photograph archives received many requests from various entities that are creating their own projects related to the seventieth-anniversary celebration.

59. Efforts continue to digitize historic video footage. Through an initiative of the Government of Japan, some 152 videos and film items related to the participation of Japan at the United Nations were digitized. The Government donated one high-resolution copy of the digital files to the United Nations Audiovisual Library for preservation and access for worldwide audiences. By 2028, according to studies by audiovisual archive experts, access to analogue audiovisual media will no longer be possible, owing to factors such as natural decay and lack of playback equipment. The Department therefore continues to pursue partners to fund the digitization and preservation of over 68 years of audiovisual archives on film and in audio, video and photographic formats, which are in danger of being lost forever.

60. Between March and August 2015, the Media Liaison and Accreditation Unit processed over 2,300 media accreditation requests in New York and over 1,200 for the United Nations World Conference on Disaster Risk Reduction in Japan and the Third International Conference on Financing for Development in Addis Ababa. The number of requests for media accreditation during the seventieth session of the General Assembly is expected to exceed the 2,000-3,000 received in recent years for the general debate, owing to the high-interest papal visit, the United Nations summit for the adoption of the post-2015 development agenda and the seventieth anniversary of the United Nations. During the reporting period, the Unit also provided information and logistical assistance for approximately 160 stakeouts and press briefings and facilitated the media coverage of more than 90 bilateral meetings with the Secretary-General and other photo opportunities. The Unit also alerts members of the press and other key partners to United Nations activities at Headquarters and the release of critical documents, through e-mail and its Twitter account, which now has over 30,000 followers.

IV. Outreach and knowledge services

A. Seventieth anniversary of the United Nations

61. The Department undertook a range of activities to mark the seventieth anniversary of the United Nations. United Nations Charter Day, on June 26, was celebrated in a ceremony in San Francisco, where the Charter had been signed 70 years previously, in an event that was attended by the Secretary-General and a number of permanent representatives. At United Nations Headquarters, a Charter Day event addressed by the Deputy Secretary-General, the Vice-President of the General Assembly and the Permanent Representative of the United States to the United Nations connected the United Nations community live to San Francisco.

62. The event featured the launch of new editions of the Charter of the United Nations in all six official languages and a video featuring United Nations Messenger of Peace Michael Douglas, reading excerpts from the Preamble to the Charter. The Department is engaging other Messengers of Peace to record video messages to raise awareness of the seventieth anniversary that will be promoted on social media and featured on the seventieth-anniversary website.

63. The United Nations Bookshop developed a line of seventieth anniversary merchandise, including sustainably sourced stationery.

64. As part of the seventieth-anniversary celebrations, the Department brought the "We the Peoples: Norman Rockwell's United Nations exhibition" to United Nations Headquarters. The exhibition, organized by the Department in partnership with the Norman Rockwell Museum and the United Nations Foundation, showcased original works by iconic United States illustrator Norman Rockwell that capture the spirit of the founding of the Organization, including the *United Nations* drawing and the original *Golden Rule* painting, a reproduction of which has long been displayed at Headquarters.

65. The Department partnered in the production of a book entitled *The United Nations at 70: Restoration and Renewal*. It illustrates the history of the iconic United Nations Headquarters building and the extensive renovation under the capital master plan. The book will be presented to Heads of State by the Secretary-General in September.

B. Education outreach

66. Working in close collaboration with Member States of the Caribbean Community and the African Union, the Department's Remember Slavery programme marked the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade under the theme "Women and slavery":

(a) In cooperation with the Office of the President of the General Assembly and the Permanent Memorial Committee, the Permanent Memorial to Honour the Victims of Slavery and the Transatlantic Slave Trade, *The Ark of Return*, was unveiled on the Visitors Plaza on 25 March, featuring a performance by the Djoniba Dance and Drum Centre;

(b) Videos, radio programmes and feature stories on the Permanent Memorial were created in the six official languages and in Kiswahili and Portuguese;

(c) A commemorative meeting of the General Assembly featured a keynote address by Sylviane Diouf, a historian and director of the Lapidus Centre for the Historical Analysis of Transatlantic Slavery at the Schomburg Centre for Research in Black Culture of the New York Public Library;

(d) Nineteen Member States contributed in kind to an event that illustrated the impact of the Middle Passage on culinary traditions in the countries that participated in the transatlantic slave trade;

(e) A briefing for non-governmental organizations entitled "Women and slavery: its impact on women's rights today" was webcast live;

(f) A global student videoconference connected 500 high school students at United Nations Headquarters to students in Brazil, Trinidad and Tobago and the United States;

(g) The film *They Are We* was subtitled in English, French, Portuguese and Spanish and made available to United Nations information centres with a student study guide;

(h) An exhibition entitled "Women and slavery: telling their stories" was created in partnership with the Memorial to the Abolition of Slavery in Nantes, France, and displayed in the visitors lobby at United Nations Headquarters. It was produced in English, French, Portuguese and Spanish for display by United Nations information centres;

(i) With guidance from the Remember Slavery programme, 25 United Nations information centres organized commemorative events for the observance of the International Day;

(j) A website in the six official languages, which includes the list of events that were webcast live, as well as a strong social media presence on dedicated Facebook, Twitter and Flickr accounts, complemented the outreach activities.

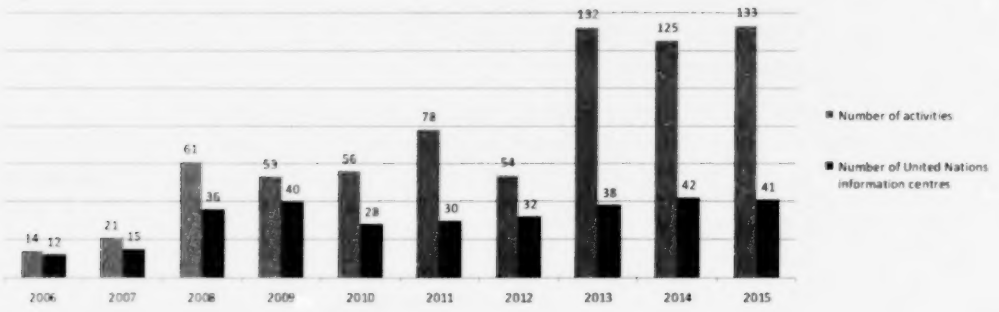
67. The Remember Slavery programme, the United States Mission to the United Nations and Paramount Pictures screened the film *Selma*, which was followed by a discussion with the film's director and students on 23 April 2015.

68. The Remember Slavery programme partnered with the United Nations Educational, Scientific and Cultural Organization to organize a round-table discussion entitled "The general history of Africa: learning and teaching about African heritage" on 10 July 2015. Highlighted at the event were learning tools that have been developed for three age groups, including units on the transatlantic slave trade; and the newest volume of the *General History of Africa*.

69. The Department's Holocaust and the United Nations Outreach Programme, in partnership with the Permanent Mission of Italy to the United Nations and B'nai B'rith International, organized an event on 28 April entitled "Toscanini: a conductor stands up for justice". Through a multimedia presentation, the historical background of the persecution of the Jews in Italy was provided and Toscanini's opposition to Fascism and Nazism highlighted.

70. Educational outreach on the Holocaust continued with the publication of an article in the Programme's Discussion Papers series on "Music and the Holocaust" by Shirli Gilbert, a senior lecturer at the University of Southampton, , and briefings provided to students, educators, the Association of Holocaust Organizations and the International Holocaust Remembrance Alliance. United Nations information centres continued to organize educational briefings, screenings of the Holocaust Programme's tenth-anniversary film and display the programme's exhibit on the seventieth anniversary of the liberation of the Auschwitz Birkenau German Nazi Concentration and Extermination Camp (1940-1945). In 2015, 133 Holocaust education and remembrance activities have been organized in 41 countries.

Figure III
Number of Holocaust education and remembrance activities per year by United Nations information centres



C. Youth and educational outreach

71. Ahead of the International Day of Peace (21 September), the Secretary-General provided a 100-day countdown message on 13 June. The theme for 2015, "Partnerships for peace: dignity for all", highlighted the contribution of non-governmental organizations and civil society in supporting peace efforts around the world and the vital role that they will play in achieving the sustainable development goals. The website and print materials were made available in all six official languages, and a social media presence on Facebook and Twitter complemented the event.

72. Support for Model United Nations programmes continued, with workshops for university students and student leaders. In June and July, the Department conducted a series of virtual training sessions for United Nations information centres around the world, followed by workshops held in India in August.

D. United Nations Academic Impact initiative

73. The United Nations Academic Impact initiative, in association with ELS Educational Services, successfully concluded a global essay writing contest for college and university students on the post-2015 development agenda, to be entered in one of the six official languages of the United Nations that is not the student's mother tongue or principal medium of instruction. Seventy winners, 10 in each

language plus another 10 chosen on merit, participated in a multilingual Global Youth Forum on the principles of the initiative in the General Assembly Hall on 24 July, marking the seventieth anniversary of the Organization. More than 3,500 students from 128 countries participated in the contest.

74. During the reporting period, the initiative also co-sponsored a contest with the United Colours of Benetton Un*Hate* Foundation, in which young people aged 18 to 30 were invited to submit proposals for ending hate, discrimination and intolerance in their communities. More than 100 entries were received from 36 countries, and the submitters of the 10 winning proposals each received €20,000 to implement their projects. The winning entries addressed a range of issues, including racism, sexism, xenophobia, homophobia, religious intolerance and inter-ethnic conflict.

75. On 8 July, the initiative and Amrita University in India co-sponsored the first in a series of discussions entitled "START: skills and technology accelerating rapid transformation", in which experts from around the world came together to discuss how their research could help advance the development agenda. The day-long conference included presentations from researchers at Amrita University, Cambridge University, École polytechnique fédérale de Lausanne, Monash University, the National University of Singapore, the University of Oxford, Stanford University and the University of Twente.

E. Engagement with youth

76. During the reporting period, the Office of the Envoy of the Secretary-General on Youth convened and participated in numerous high-level events in which the Envoy promoted the participation of youth-led, youth-serving organizations and other youth stakeholders in the United Nations system and beyond.

77. The Office of the Envoy on Youth, in partnership with the Office of the President of the General Assembly, held a high-level event of the General Assembly to mark the twentieth anniversary of the World Programme of Action for Youth on 29 May 2015.

78. The Office of the Envoy on Youth organized a side event of the high-level event on 28 May 2015 entitled "The new media and emerging trends in youth engagement". Discussion between media professionals was promoted and the changing role played by the media in shaping the global youth agenda in the digital age explored. The Office also worked with partners to raise awareness of the importance of investing in youth skills development by supporting events marking the first-ever World Youth Skills Day on 15 July 2015. It convened an official side event to mark the Day at the Third International Conference on Financing for Development, in Addis Ababa in July, and other events were held at United Nations Headquarters and around the world.

79. The month of August was promoted as youth advocacy month in order to raise awareness of, and stimulate support for, youth issues in the sustainable development goals. Events and activities were held to commemorate International Youth Day on 12 August and to promote youth engagement at the United Nations summit for the adoption of the post-2015 development agenda and the high-level segment of the General Assembly in September 2015.

F. Sales and Marketing

80. During the reporting period, the Department published a total of 220 titles. The Department has actively sought to promote multilingualism and enhanced its efforts to acquire publications in all six official languages. Publications included 6 in Arabic, 5 in Chinese, 26 in French, 10 in Russian, 24 in Spanish, 51 bilingual and 1 multilingual.

81. The Department also created and published an interactive iBook version of *Action for Disarmament* in partnership with Apple Inc., to allow for wider access to the publication.

82. The Department promotes United Nations publications on Twitter (138,000 followers) and Facebook (26,000 likes).

G. Publications and Editorial

83. The online multilingual "Yearbook Express" was expanded to include the 2010 as well as the 2006 editions of this collection of the chapter introductions to the corresponding *Yearbooks* in all six official languages.

84. A Chinese edition of *Basic Facts about the United Nations* was prepared in collaboration with Shanghai International Studies University, while a Russian edition of the work was facilitated by the United Nations Information Centre Moscow. The Urdu edition was prepared by the Information Centre in Islamabad.

85. The United Nations Calendar of Observances smartphone application continued to be updated to take account of new observances and to include other new content.

86. Volume LI, No. 4, 2014 of *UN Chronicle*, "Après 2015", was published in French in April 2015. Selected articles from Volume LI, No. 4, 2014, were translated into Russian for online publication in May 2015.

87. Volume LII, Nos. 1 and 2, 2015 of *UN Chronicle*, "UN70" will be published in English in September 2015, with translations into French, Chinese, Japanese and Russian under way.

H. Dag Hammarskjöld Library

88. Services to the Library's stakeholders and clients gained momentum. The online knowledge base, "ASK Dag!" grew exponentially, and the number of questions viewed now exceeds 20,000 a month.

89. During the reporting period, some 3,200 information research requests from permanent missions were answered and some 100 training sessions organized.

90. Activities to make information accessible to multilingual audiences continue. Since March 2015, the Library has published five new guides, including on the Commission on the Status of Women and the Charter of the United Nations, in English; the drafting process of the Universal Declaration of Human Rights, in French; and the United Nations regular budget and international law, in Spanish.

91. Some 3,332 United Nations documents (representing 175,091 pages) were digitized during the reporting period, and 1,223 of these were uploaded to the Official Documents System, making them available to researchers and other users.

92. General Assembly documents continue to be added to the Digital Repository (repository.un.org), with 1,084 new items added and available in all six official languages. The repository user interface is in English, French and Spanish.

93. During the reporting period, some 2,170 metadata records were created and assigned to documents and publications to improve ease of search and retrieval. Retrospective digitization of all volumes of the *Index to Proceedings* of the major organs was completed.

I. Non-governmental organizations: relations and advocacy

94. There are currently more than 1,400 non-governmental organizations associated with the Department, representing all regions and advocating on United Nations themes, ranging from human rights, education, gender equality and sustainable development to peace.

95. In May, the Department organized a one-day orientation programme aimed at introducing the work of the United Nations to newly associated non-governmental organizations. In July, 20 new non-governmental organizations were associated with the Department, which is working with its United Nations information centres to build more active engagement with non-governmental organizations around the world.

96. The Department continues to expand its outreach to filmmakers and other content creators. Through its Envision partnership with the New York-based Independent Filmmaker Project, the Department organized a screening in March of the award-winning documentary *Dreamcatcher*, chronicling the work of a former prostitute who escaped life on the street to become a positive force for change.

97. In June, the Department partnered with the Los Angeles Film Festival for a panel discussion on the theme "UN(earthing) stories: behind the scenes on the world stage", at which filmmakers shared their experiences of collaborating with the United Nations.

98. The Department is increasingly tapping into the large social media reach of the United Nations Messengers of Peace and other celebrity advocates. For the International Day of Happiness on 20 March, for example, the Department partnered with the online music streaming service MixRadio to develop the "#HappySoundsLike" campaign. Celebrities and the public were asked to nominate a song that made them happy. The campaign achieved 833 million social media impressions as well as 11.7 billion traditional media impressions. The campaign website, in eight languages, was accessed from 182 countries, and "the world's happiest playlist" had 1.8 million listens.

99. The Department actively promoted World Autism Awareness Day on 2 April and the call to action by the Secretary-General inviting business to make firm commitments to employ persons with autism. At an event held at United Nations Headquarters, the Secretary-General was joined by global business leaders to highlight private sector initiatives to access the untapped talent pool of persons on

the autism spectrum, whose unique skills can be of great value in today's "innovation economy".

100. The Department provided support to Member States and partners in organizing a range of special events to promote the goals of the Organization. These included the Peace Bell re-inauguration ceremony by the Permanent Mission of Japan to the United Nations, on 6 May; the concert, also on 6 May, by the Permanent Mission of the Russian Federation to the United Nations to commemorate the end of the Second World War; the screening of *Plot for Peace* by the Permanent Mission of the Republic of the Congo to the United Nations, on 26 May; the First International Day of Yoga, on 21 June, sponsored by the Permanent Mission of India to the United Nations; the Rhythms of One World Choral Festival, by the Permanent Mission of Romania to the United Nations, on 26 June; the exhibit and concert by the President of the General Assembly on the theme "2015: time for global action", on 30 June; and the Global Citizen Festival in Central Park, on 26 September.

J. Visitors Service

101. The 2015 Reham Al-Farra Memorial Journalists Fellowship Programme was open to journalists and broadcasters from 35 countries. From 10 September to 7 October 15, young journalists representing media organizations from Albania, Bangladesh, Bolivia (Plurinational State of), Botswana, China, Egypt, India, Jordan, Nepal, Peru, the Republic of the Congo, South Africa, South Sudan, Timor-Leste and Turkey will participate in this year's programme.

102. Guided Tours has returned and resumed full operation in the General Assembly building. The redesigned tour route includes a disarmament exhibit that went on display in May 2015. Tours continue to be conducted in the six official languages, as well as in Dutch, German, Italian, Japanese, Korean, Portuguese and, starting in August, Hebrew. Some 115,000 visitors took tours during the reporting period.

103. The Speakers Bureau arranges for groups to be briefed by United Nations officials on a wide range of United Nations-related topics. During the reporting period, in-house briefing programmes reached an audience of more than 26,500. Students represented the majority of groups participating in briefing programmes. Groups were briefed in all of the official languages, as well as in German, Italian, Japanese and Korean.

104. Another outreach activity of the Visitors' Services Clusters, United Nations Works for You (UN4U), enabled United Nations officials to travel to high schools to educate young people about the Organization's work. In total, 1,500 participants received a briefing outside Headquarters by United Nations officials during the reporting period.

K. iSeek, the United Nations intranet and deleGATE

105. The iSeek team posted more than 350 stories, and 559 local and 200 global announcements in English and French on the United Nations intranet, iSeek and the deleGATE sites.

106. The first major "user needs" study conducted in 10 years on the use of the United Nations intranet, iSeek, reached staff in all duty stations. Over 3,000 staff

members contributed to the study; the inputs form the basis for ongoing efforts towards a major redesign of the site, to be launched around September 2015.

L. Graphic Design Unit

107. The Graphic Design Unit continued to provide the Organization-wide print and electronic products for campaigns, conferences and publications, offering a complete creative graphic design service. The Unit also offers production and pre-press services, including project production analysis and cost estimates.

108. During the reporting period, the Unit completed some 200 products for campaigns and conferences, including brand identities, logos, brochures, books, posters, signage, banners and press kits. The Unit created most of its designs in all six official languages and provided materials for the "2015: Time for Global Action" campaign, the Third International Conference on Financing for Development, the eight regional consultations for the World Humanitarian Summit, a global identity for the United Nations Mine Action Service, the President of the General Assembly's exhibition and concert for sustainable development, and the high-level event on climate change.

V. Deepening a culture of evaluation

109. The Evaluation and Communications Research Unit conducts evaluations for the Department and provides technical support to programme managers in conducting their self-assessments. For selected evaluation projects, the global network of United Nations information centres contributes to measuring the effectiveness of communications activities worldwide in multiple languages. The Evaluation and Communications Research Unit also provides department-wide alignment of metrics for monitoring and reporting purposes, which includes social media and website performance. The Unit continues to support the Department's Social Media taskforce with its monitoring and analysis efforts, as well as through research to identify the most appropriate performance and risk management tools.

110. At the request of the Global Ebola Response Information Centre communications team, the Unit has produced weekly reports on news and social media monitoring, and analysis for the purpose of providing timely feedback and improving ongoing communications efforts. The weekly reports have included summary analysis of global news media coverage of the United Nations, media pick-up of key spokespeople, and trends in coverage. In addition, the performance of the campaign hashtag #ebolaresponse has been monitored for volume and top tweets, indicating how effectively United Nations messages on Ebola have reached audiences on Twitter.

111. The Evaluation and Communications Research Unit is also preparing for an evaluation of the Department's communications efforts towards the United Nations summit for the adoption of the post-2015 development agenda in September. The evaluation will include global news media monitoring and analysis, as well as analyses of social media, websites, and broadcast products. Results are expected in the fourth quarter of 2015. As part of this effort, the Unit is currently monitoring and conducting analysis of news media coverage and social media performance of the campaign hashtag #action2015. The Unit produces weekly reports for the

Strategic Communications Division, with the purpose of incorporating timely feedback into the ongoing communications efforts leading up to the summit.

VI. Conclusions

112. As the United Nations commemorates its seventieth anniversary, the Department of Public Information will continue to build on its history of informing and engaging people in languages that they understand with content that is informative, interesting and accessible. The Department will take advantage of fast-moving technological and other developments in global communications to deliver on its core mission of informing the world about the breadth and depth of the work of the United Nations around the world.